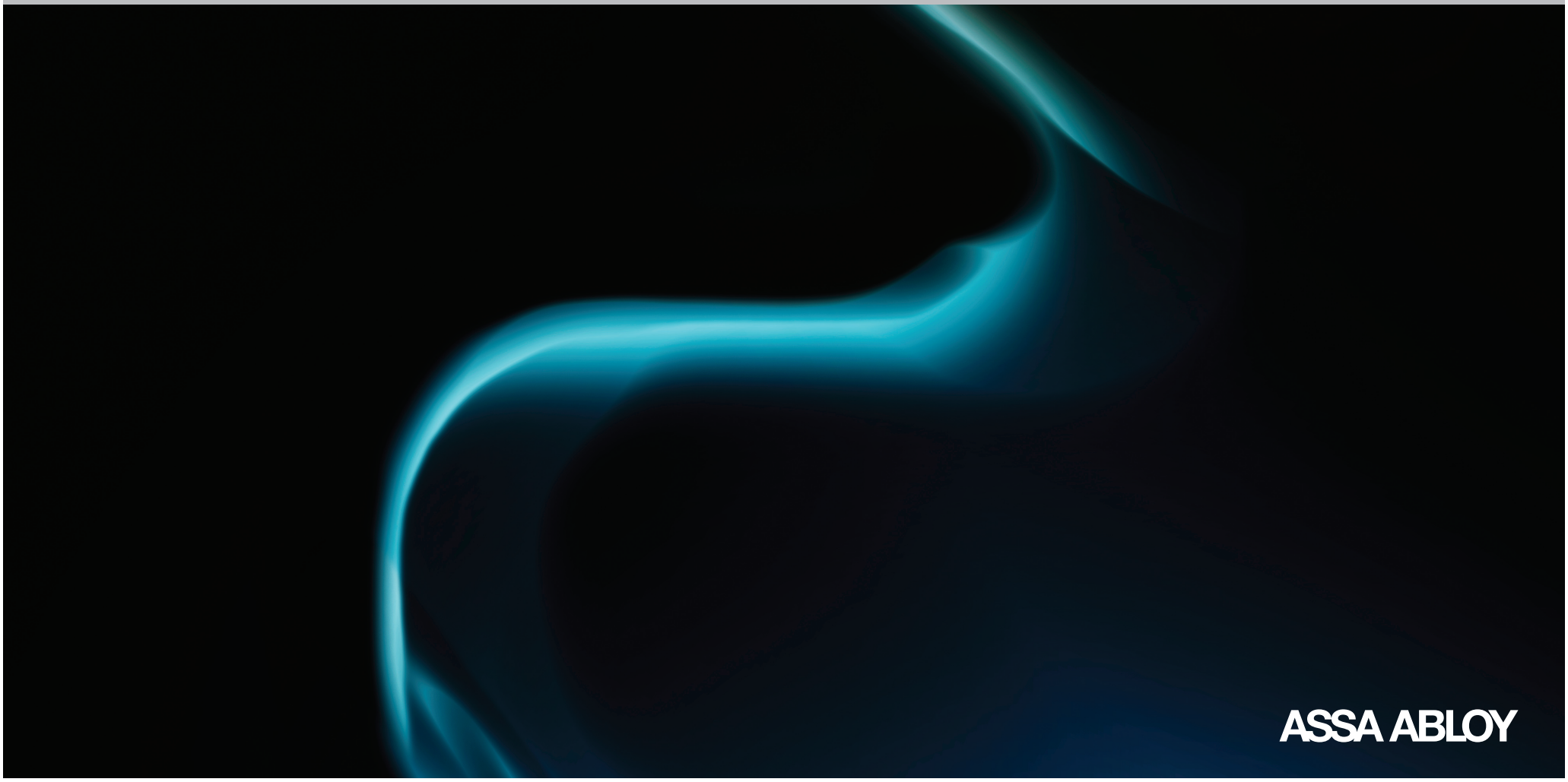
Aperio Brand User Manual
- External partner



1 The Aperio Brand

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1.2 The Aperio Brand Platform

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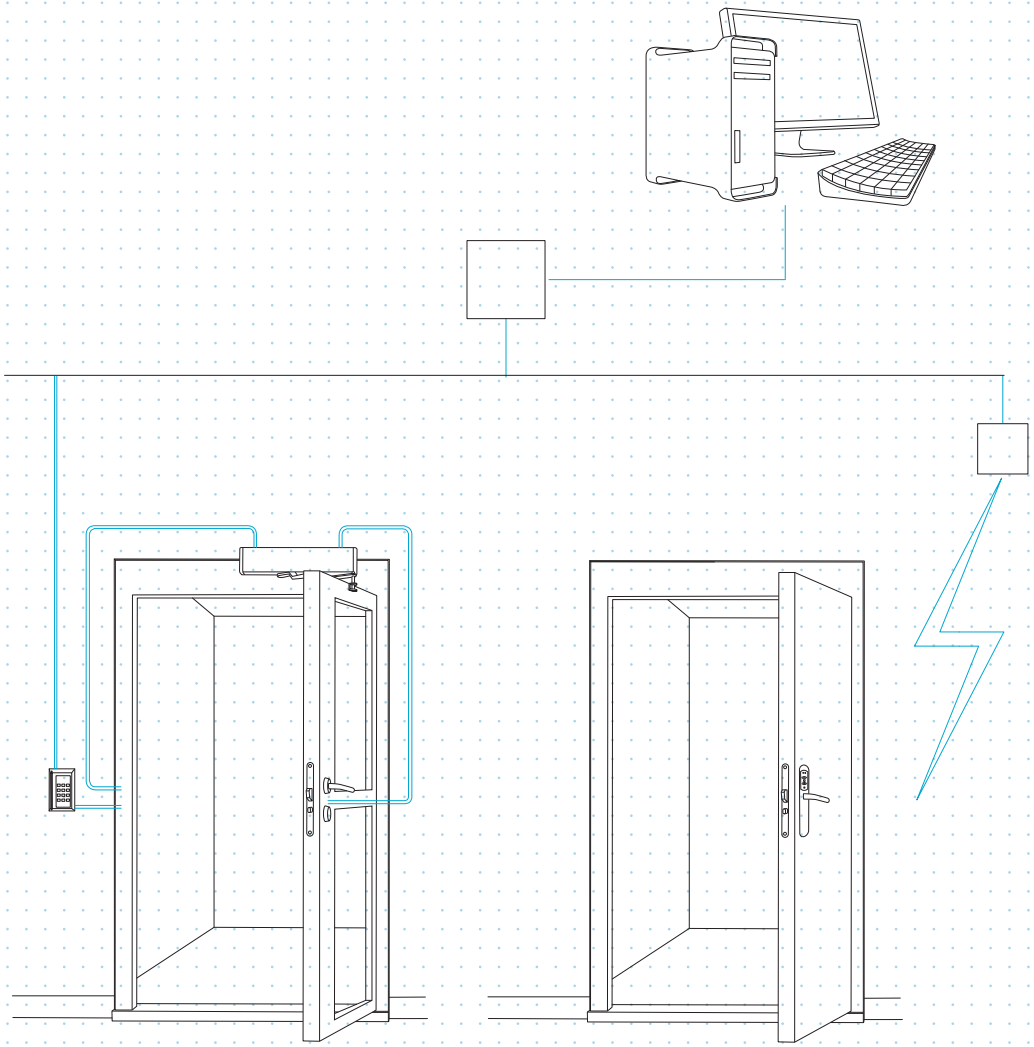
1 The Aperio Brand

1.1 What is Aperio?
1.2 The Aperio Brand Platform



Wired access control door

Aperio enabled door

1.1 What is Aperio?

Aperio is a new technology developed to complement existing electronic access control systems, providing end users with a simple, intelligent way to upgrade the controllability and security level of their premises.

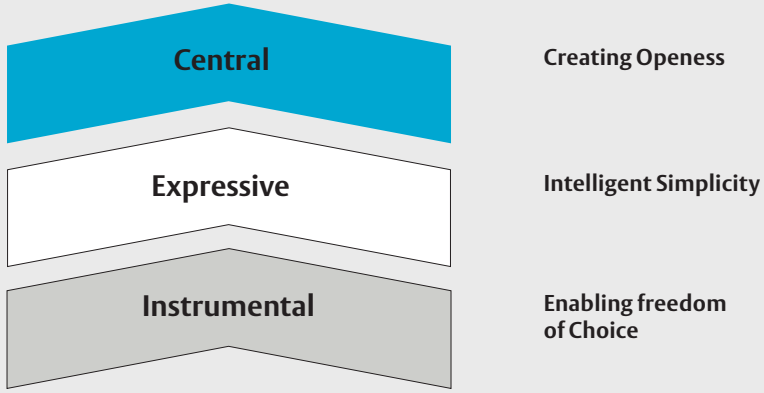
The heart of Aperio is a short distance wireless communication protocol, combined with a locking mechanism. It is designed to serve as the link between an online electronic access system and a mechanical lock.

The name Aperio comes from Latin meaning to uncover, make accessible, unclose or open.

Aperio is an ingredient brand. This means that it does not stand alone, but always appears together with another brand that is the sender of the message.

1.2 The Aperio Brand Platform

In order to define the content of the Aperio brand, we have established the Aperio Brand Platform. This platform consists of six parts.



1. Brand Vision
The world as our brand sees it.
End users want freedom to choose the different options they need that fit with their existing access control systems rather than feeling trapped by one supplier. Aperio gives them the ability to build on what they have and manage their access control systems with precision and simplicity.

2. Brand Mission
The brand's mission in the world, based on the vision.
Aperio is intelligent and compatible technology that offers its customers the open, flexible, and individual solutions they demand to equip additional doors with advanced access control functionality.

3. Brand Ambition
How we want our brand to be perceived by our target group.
Aperio liberates end users by enabling them the freedom of choice to fulfil their security needs today and tomorrow.

4. Area of Competence
The territory within which our brand is performing.
Aperio is a new technology for access control that integrates mechanical locking solutions with Electronic Access Control systems.

5. Brand Values
What really makes our customers buy.
Central Values:
– Creating Openess
Aperio frees the end user to explore new possibilities with open technology that complements every electronic access control situation. Aperio caters for global diversity, allowing the end users to effortlessly respond to their security and user needs.

Expressive Values:
– Intelligent Simplicity
Aperio is the natural informed choice to add and enhance existing electronic access control systems. Aperio focuses state-of-the-art technology just where it is needed. Aperio allows highly contemporary functionality without unnecessary cost or extravagance.

Instrumental values:
– Enabling freedom of Choice
Aperio complements both past and future decisions, by fitting the end users needs for total compatibility and flexibility that enables electronic access control on more doors.

6. Brand Idea
What we communicate to our target audiences
"Accessing Possibilities"

2 Brand Identity Elements

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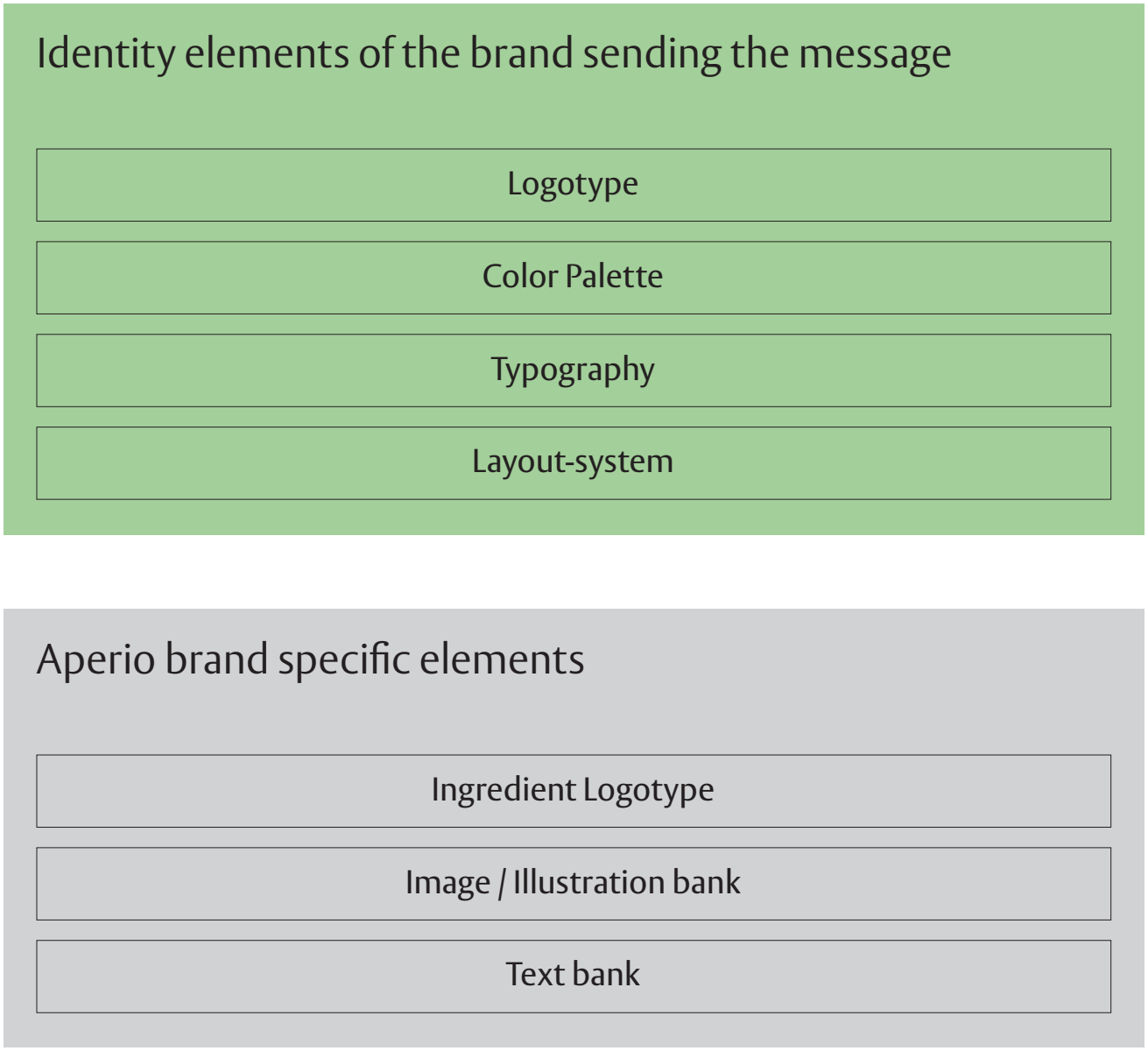
2.8 Describing Aperio – a text bank (cont.)



2.1 Brand Identity – overview

Aperio is an ingredient brand. This means that it does not stand alone and it does not have an identity of its own.

It is always the core identity elements (such as color palette, typography and layout-system) set up for the brand sending the message that should be followed when developing communications units for Aperio.

In addition to the core identity elements of the brand sending the message there are identity elements specifically developed for Aperio. These are; an ingredient-logotype, an image/illustration bank and a text bank.

For originals of Aperio ingredient logotype, images, illustrations and text bank, please contact aperio@assaabloy.com

2.2 The Aperio Logotype

The logotype consists of the name Aperio written inside of a symbol.

The logotype could be interpreted as an open watching eye. Representing openness to new ideas, forward thinking, awareness and intelligence, Aperio enables control over all access ways. The shape of the logotype with the surrounding elements left open (as an unclosed circle) delivers a sense of dynamic movement, flexibility and adaptability.

The name and symbol should be seen as a unique entity and should never be changed or recreated.

In written language, Aperio is written with upper/lower case letters.

To ensure good print reproduction, please adhere to the minimum reproduction size for the logotype.

Minimum size

The minimum logo size is 10 mm.

Clear space

Always give the Aperio logo some clear space. Minimum is the x-height of the letters.

2.3 Logotype colors

The Aperio logotype is available in the colors black, white and silver. These are all colors in the ASSA ABLOY corporate palette, but they are also neutral colors that fit well with any other company colors and brand identities.

Black

File name:
Aperio_logo_black.ai

White (negative)

File name:
Aperio_logo_white.ai

Silver (PMS 877)

File name:
Aperio_logo_silver.ai

Silver (PMS 877)

File name:
Aperio_logo_silver.ai

2.4 Logotype and explanatory text

A minimum requirement for cooperating partners using the Aperio name and brand is to always include the logotype in any type of communication unit where Aperio is present. In addition to the Aperio logotype, it is also mandatory to include the following text somewhere in the body copy:
“Aperio, wireless lock technology expanding existing access control systems. Developed by ASSA ABLOY, the global leader in door opening solutions”.

The logotype is also available as a label, with the explanatory text included. These labels are available in two versions, one short and one longer version.

Aperio logotype

Aperio is a wireless lock technology expanding existing access control systems. Aperio is developed by ASSA ABLOY, the global leader in door opening solutions.

Explanatory text

Aperio Label – short version

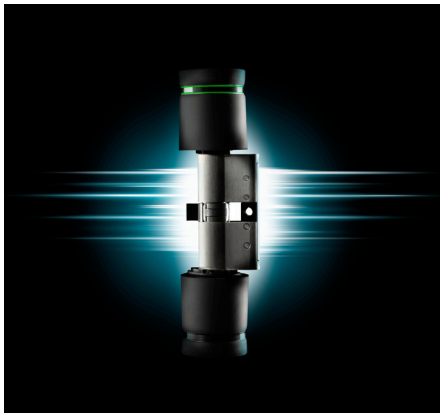
Aperio Label – longer version

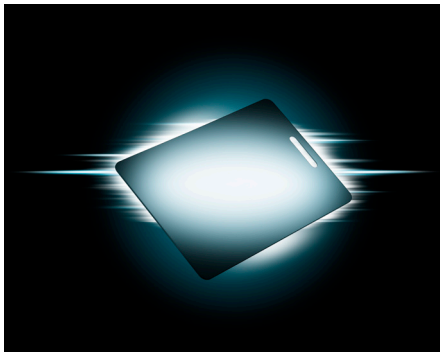
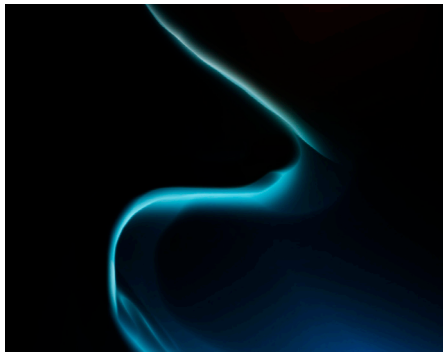
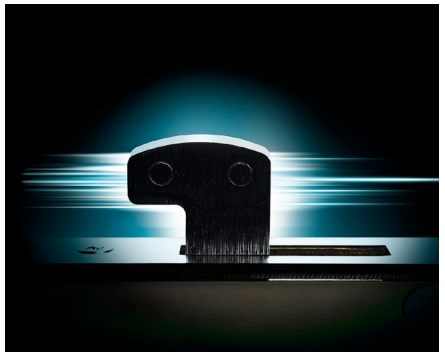
Minimum size

To ensure readability the minimum box size is 35 mm (width).

35 mm

35 mm



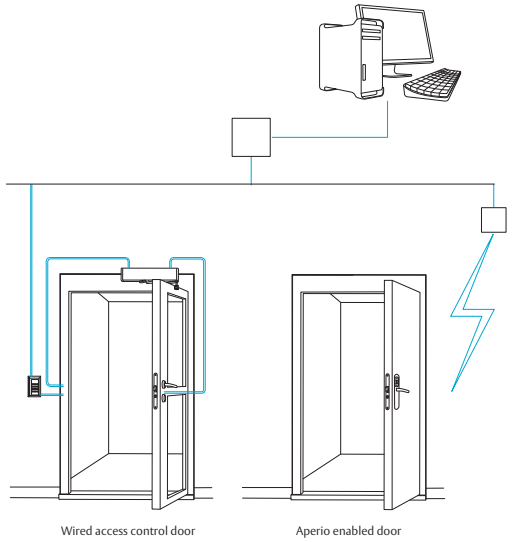




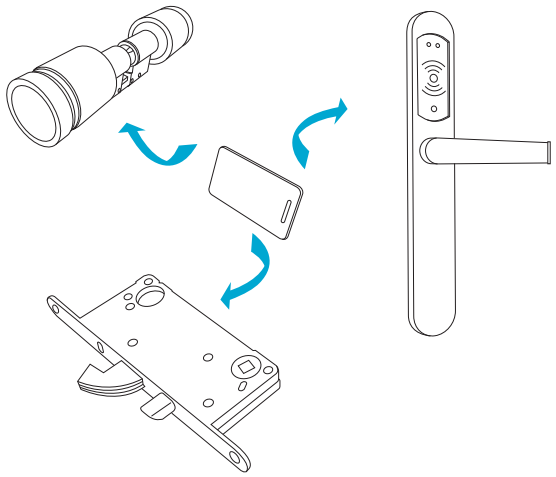
2.5 Visualizing Aperio – an image bank

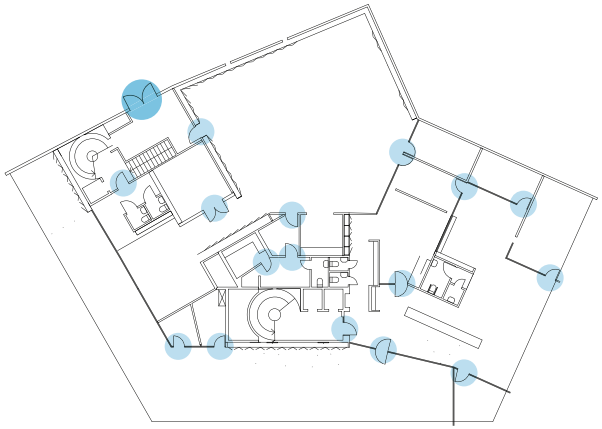
An image bank is developed and shared between all ingredient brands from ASSA ABLOY Shared Technologies.

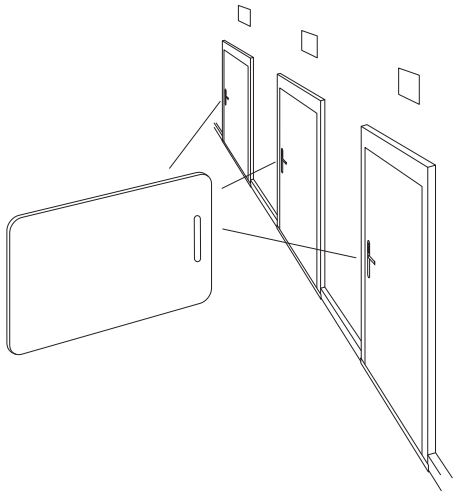
The purpose of these images is not to describe the products or the technology in detail, but rather to communicate a feeling of ASSA ABLOY delivering hi-tech products and being at the forefront of innovation.

For access to the Aperio image/ illustration bank, please contact: aperio@assaabloy.com









2.6 Visualizing Aperio – illustration style

In addition to the more expressive, non-descriptive images in the image-bank, there are descriptive illustrations available, explaining in detail how the technology works and the type of products involved in the process.

For access to the Aperio image/ illustration bank, please contact: aperio@assaabloy.com

1. Main message:

"Wireless locking evolution for online door control"

2. Examples of sub-messages:

Change your thinking about electronic access control

The missing link between electronic an mechanical locking

Expand your access control system with additional doors

Aperio- linking mechanical door opening with online access control

Evolving new possibilities in door opening

3. Examples of body copy:

The price of freedom
To be free man has to feel safe and secure. In our world of conflicting interests, security is increasingly important for all. That is why electronic access control systems have become the solution for physical access to premises. However advantageous, electronic access control systems are often used for a few main entrances only. For cost reasons a majority of doors still have mechanical locks, thereby being less controllable. Freedom is also being able to choose the security you want. The evolution of Aperio technology has made this possible.

Aperio is the missing link
Aperio is a new technology developed to complement existing electronic access control systems, providing end users with a simple, intelligent way to upgrade the controllability and security level of their premises. Developed around an open standard, Aperio is easily integrated with most units and systems, regardless of the manufacturer.

The heart of Aperio is a short distance wireless communication protocol, combined with a locking mechanism. It is designed to serve as the link between an online electronic access system and a mechanical lock. Any number of existing doors can be equipped with Aperio, and at a cost level far below installing the regular electronic access system everywhere.

2.7 Describing Aperio – a text bank

To the left and on the following page, you will find a selection of texts describing the Aperio offering from different aspects. The intention of building a text bank is so that all companies working with communication for Aperio describe the brand and its advantages in a consistent way.

The main message chosen for Aperio is "Wireless locking evolution for online door control". This message should be used as a main headline on brochures, posters, etc. Sub-messages are also available in the text bank as well as examples of body copy for how to describe Aperio in more detail.

Please feel free to select the parts you need and use them in your work with communicating and selling Aperio-enabled products.

For access to the Aperio text bank, please contact:
aperio@assaabloy.com

2.8 Describing Aperio – a text bank (cont.)

Free body copy – feel free to select the text you need and include it when developing your own communication material.

3. Examples of body copy:

Benefits of upgrading an existing system
Expanding an electronic access system with Aperio is cost-effective and adds to the benefit of investments already made. No doors and no locking systems need to be exchanged, only upgraded with Aperio enabled products. The Aperio technology integrates easily into most systems, creating a link between existing and new elements. The open architecture gives a standardized way of connecting, with standardized interface, resulting in a future safe installation not being trapped into proprietary solutions. Aperio can be used with both cards and keys. Though it combines with an existing key system, the Aperio technology is designed for future security demands, e.g. it uses AES encryption via a wireless connection. The technology is fully compatible with RFID technologies, which means that the users do not need to change existing cards.

Increased door security made simple
Installing Aperio provides a simple way to facilitate key or card based electronic access for all fitted doors, while fulfilling end-users' needs to have an easily operated system. The compatibility makes integration into other systems easy. It offers high control over usage with audit trails, and can be centrally controlled.

The Aperio technology provides a possible first step towards a wireless and more convenient future. It has an open architecture and open standardized interface that is easy to connect and does not lock the users into a proprietary system.

Choosing the card solution there is no need to change locking cylinders and all existing cards remain the same. This also eliminates the time and money consuming processes involved in lost keys.

Aperio is developed by the world's leader in door opening solutions
The ASSA ABLOY Group features more than one hundred companies, producing products all over the world, meeting demanding customer needs and different standards wherever we are. Operating in forty countries all over the world, we can form local partnerships and adapt to local products and standards.

3 Applications Examples

3.1 Literature External Partner Brand as the sender of the message

External partner brand logo

Cards and Transponders
Proximity 125 kHz

Type		Order No.
ABR5100-PR	Pre-printed SiPass card (x10) This is a set of 10 standard ISO cards pre-printed with the SiPass access control logo. They can be used with readers ACS3110, AR633X-CP, AR618X-RX and AR6473-RX. Aperio™	6FL7820-8KA10
ABR5100-BL	Printable SiPass card (x10) This is a set of 10 blank ISO cards to be used with readers ACS3110, AR633X-CP, AR618X-RX and AR6473-RX. A customised print can be added to the cards. Aperio™	6FL7820-8KA20
ABR5100-TG	SiPass proximity key tag (x10) These key tags are to be used with readers ACS3110, AR633X-CP, AR618X-RX and AR6473-RX. The key tags have the same functionality as the proximity cards, but are smaller in size and can easily be attached to a key ring which increases the convenience for the user. Aperio™	6FL7820-8KA30
IB41-EM	EM laminated card with print IB41-EM is a passive proximity card for EM4102. It includes print and magnetic stripe for use in conventional readers. Note that it will only work in readers with EM 4102 reading technology. Aperio™	S24246-D4904-A1
IB42-EM	EM laminated card without print IB42-EM is a passive proximity card for EM4102. It also has a magnetic stripe for use in conventional readers. It only works in readers with EM 4102 reading technology. Aperio™	S24246-D4901-A1

aperio

Aperio is a wireless lock technology expanding existing access control systems.
Aperio is developed by ASSA ABLOY, the global leader in door opening solutions.

8-2

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Explanatory text
(see 2.4)

Aperio logotype

External partner brand logo

Systems | MIFARE Schlüsselanhänger

- Abmessungen: 53 mm x 32 mm x 4,4 mm
- Farbe schwarz
- Aufgelaserte Kartennummer
- Kodiert
- MIFARE Chip

aperio Wireless lock technology expanding existing access control systems

Schlüsselanhänger mit MIFARE Chip als Ausweise werden in Zutrittskontroll- und Zeiterfassungsanlagen verwendet, die mit MIFARE-Lesern ausgerüstet sind. Verschiedene Kodierungen ermöglichen die Verwendung in unterschiedlichen Systemen.

Funktionsbeschreibung

1. MIFARE Schlüsselanhänger sind Vollplastikteile mit eingelagerter Antenne und MIFARE Chip.
2. Die Schlüsselanhänger werden beim Davorhalten gelesen .
3. MIFARE Schlüsselanhänger sind dynamische Ausweise, die umkodiert oder um Funktionen erweitert werden können.

Planungshinweise

Einsatz

Schlüsselanhänger mit MIFARE Chip sind als Ausweise dort verwendbar, wo eine hochverfügbare Anlage errichtet werden soll und mit Verschmutzung der Ausweise zu rechnen ist. Die Handhabung der Schlüsselanhänger ist sehr komfortabel, da jeder Inhaber diese am Schlüsselbund tragen kann. Mit diesen Ausweisen lassen sich auch andere Applikationen bedienen. Die Leseentfernungen sind wegen der sehr kleinen Antenne gegenüber den MIFARE Karten

Aperio is a wireless lock technology expanding existing access control systems.
Aperio is developed by ASSA ABLOY, the global leader in door opening solutions.

www.boschsecurity.com

Aperio label
(see 2.4)

3.1 An External Partner brand as the sender of the message

Applications example: Literature

The applications here to the left are examples of literature, in which an external partner brand is the brand communicating the Aperio message.

When an External Partner brand (not an ASSA ABLOY Group brand) is the sender of the message, please make sure you always adhere to the identity guidelines set up for that specific brand.

Also note, only one Aperio logo should appear on each page of literature. Further references to Aperio should be written in text as Aperio™.